

REALIZE YOUR FULL POTENTIAL

WITH AN ALIGNMENT MAP

THERE WILL BE WINNERS AND THERE WILL BE THE REST



PLOT YOUR TRANSFORMATION WITH AN ALIGNMENT MAP

Either there's a problem you have
but don't want, or a result you want
but don't have

FORWARD

We are ALIGNMT – a leading provider of business consulting, analysis and outsourcing services. We are experts in strategy, finance and operations and are passionate about helping our clients succeed. Our clients rely on ALIGNMT to assess risk, support financial, investment and marketing decisions, and improve business performance in their daily operations.

We have the opportunity to drive innovation, cultivate insights and build unique solutions for our clients. We take pride in our strengths and believe in cultivating an atmosphere that supports and values our greatest asset: talent.

ALIGNMT LLC is not a broker/dealer, Finra or SIPC member firm and does not, in any way, shape or form, engage in securities transactions...period. ALIGNMT complies in every way with the SEC's M&A Broker rules, which can be found [here](#), when engaging in Mergers & Acquisitions related work.

If you want to sell securities, get a registered Finra member.

We are not lawyers either. If you want legal advice, get a lawyer.

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Your Company

Your company is important to you. It is equally important to us. You face unique challenges—challenges that require specialized experience, senior level attention, and proven judgment.

Our Expertise

ALIGNMT professionals assist owners and investors of companies achieve peak operational performance, maximize value and connect with the best M&A buyers when the time is right for strategic alternatives

THE BIG IDEA IN 200 WORDS

Think for a moment what happens when you're short on critical resources:

You expose your business to excessive risks and inefficiencies. What happens?

Missed opportunities, wasted time, operating losses, morale issues and more.

And this is always bad news.

Because once your business is misaligned and off balance, getting back on course can be an elusive exercise in futility.

There are a lot of moving parts in every business: products and services, sales and marketing, goals and objectives, market presence, your organization chart, job descriptions and employees to name a few. This means there are a lot of opportunities to disconnect, which is why no business, large or small, can afford to make avoidable mistakes and leave success up to the largest variable in the equation: chance.

Now you have access to the one advantage that could straighten everything out for your business and employees —ALIGNMT. We have the opportunity to drive innovation, cultivate insights and build unique solutions for our client companies. We take pride in our strengths and believe in cultivating an atmosphere that supports and values our greatest asset: **experience**.

ALIGNMT is dedicated to the economic upside of helping every company operate efficiently every day in ALIGNMT

YOUR PATH TO SUCCESS



What will make you successful? How will you compete to get there?



Is your vision clear to you? Is your message clear to others?



Are you using a strategy to achieve your vision? How do you build your brand over time? How do you enhance and protect your brand?



How can you leverage technology to help achieve your goals?



Are you asking the right questions that will help your business become successful?

LOSS AVERSION

Do you prefer to avoid a possible loss by sticking to the status quo, rather than risk a possible gain by opting for change?

There will be winners and there will be losers

TRANSFORMATION AND YOU

OPPORTUNITY

Adapting to change will likely result in a highly **positive** future

THREAT

Not adapting to change will likely result in an *unacceptably* **negative** future

WHAT'S THE COMMON THREAD?



BUSINESS LEADERS NOW EXPECT THE ALIGNMENT MAP EXPERIENCE

IT'S A CLEAR PATH FORWARD

ASSESS

UNCOVER

INNOVATE

MASTER

MAXIMIZE

WHAT'S AN ALIGNMENT MAP?

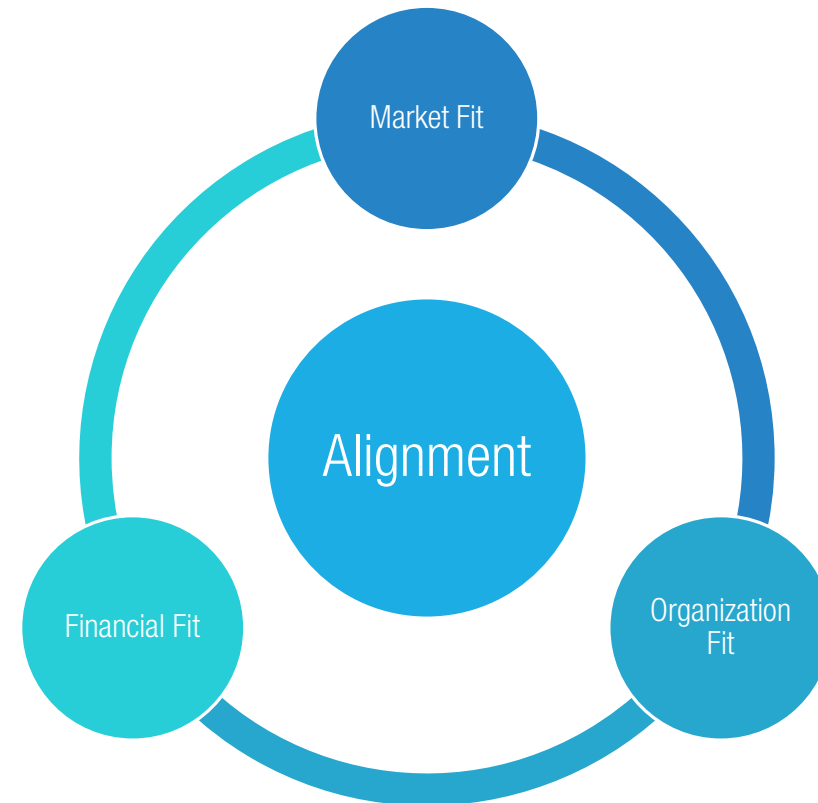
A PLAN TO TRANSFORM YOUR BUSINESS AND BUILD LASTING SHAREHOLDER VALUE IN EVERYTHING YOU DO

Insanity has been described as the impulse to keep doing the same thing over and over again in the hope of getting a different result

Innovation, in contrast, is applying a miniscule, ingenious twist to the exact same thing in order to achieve a better outcome

The true definition of creativity is knowing how to inject just the right amount of madness into a process so that you attain your goal

THIS IS THE PURPOSE OF YOUR ALIGNMENT MAP



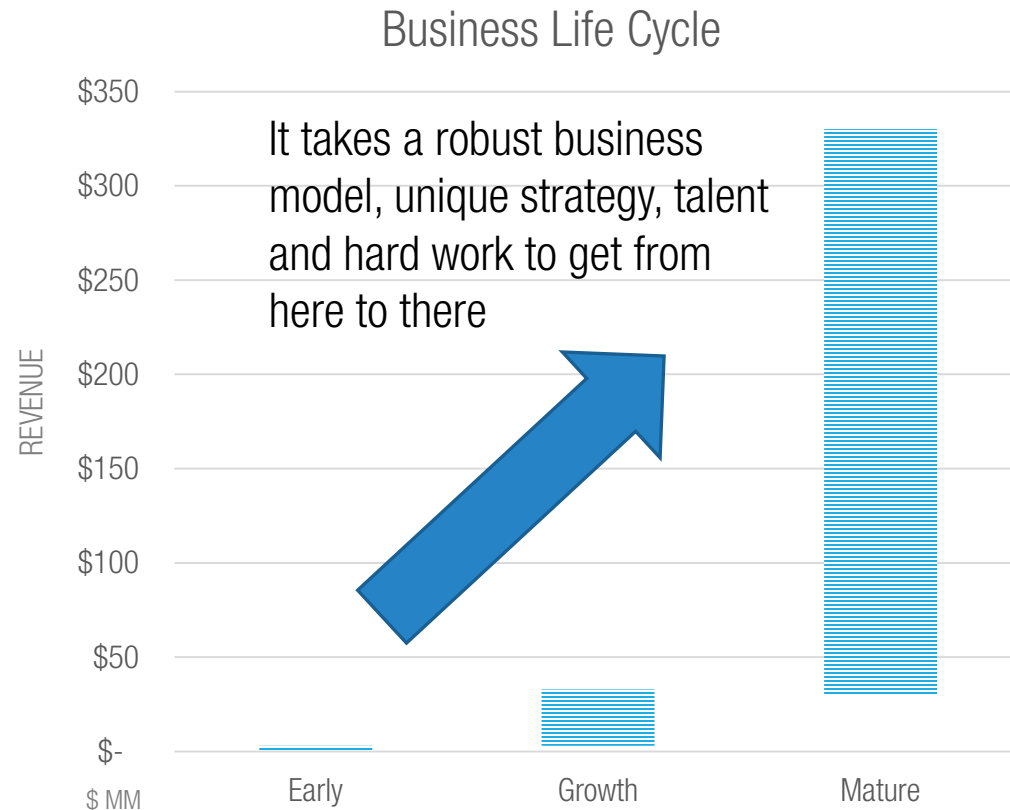
EMBRACE TRANSFORMATION

REGARDLESS OF WHERE YOUR BUSINESS IS ON ITS LIFE CYCLE JOURNEY, ALIGNMENT BUILDS VALUE

If you are eager to:

- Significantly boost results
- Transform your business
- Uncover innovative ways to improve what you do
- Replace outdated approaches to business activities

YOU ARE IN THE RIGHT PLACE!



STRATEGY: ALIGN YOUR 3 PRIORITIES



CORPORATE

- The 'What'
- Long-Term View
- Brand Value



BUSINESS

- The 'How'
- Annual View
- Product/Service Value



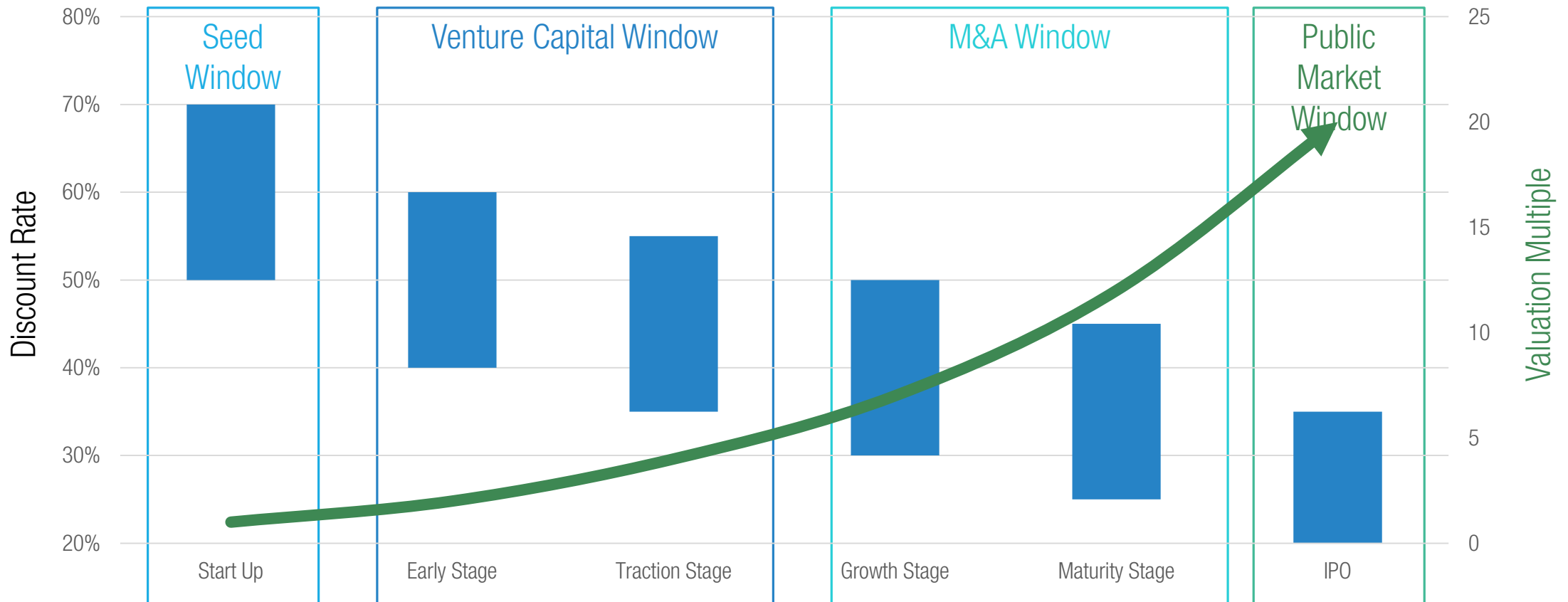
FUNCTIONAL

- The 'Do'
- Daily View
- Customer Value



RISK AND VALUE EVOLUTION

THE LONGER A BUSINESS SURVIVES AND THE MORE SUCCESS IT ACHIEVES MITIGATE AGAINST PERCEIVED FUTURE UNCERTAINTY AND RISK, BUILDING VALUE EVERY STEP OF THE WAY



BUSINESS PLAN V. BUSINESS MODEL

Business Plan

- External, customer building coordinator—the “What”
- Product or service description
- Markets served
- Buyer personas
- Features, functions and benefits
- Channels of distribution

No Business Plan can succeed with a flawed
Business Model

Business Model

- Internal, team building coordinator—the “How”
- You need to differentiate yourself from others in your industry and particularly from your direct competitors – too many imitators don’t succeed
- Uncovering the “essence” of your business will make it easier for you to communicate what you are doing differently from others – how do you stand out?
- What is your competitive advantage? Are you thriving as a result of it?
- Future goals, perhaps to expand or sell the business – how will you convince others to join or be convinced by what you do?
- Articulation of the businesses business model is central to all of the above

WHY BOTHER?

EITHER THERE'S A **PROBLEM** YOU HAVE BUT DON'T WANT, OR A **RESULT** YOU WANT BUT DON'T HAVE

Why is it critical to plot out your business journey?

- If you don't know where you're going how are you ever going to get there?
- Remember, the Business Model is the “How”—knowing what you want to achieve is just the first step
- How are you going to do it? How every day, every activity, every step matters
- You need to differentiate yourself from competitors – imitators don't succeed
- Defining the “essence” of your business will make it easier for you to stand out
- What is your competitive advantage? Are you thriving as a result of it?
- How will you convince others to join you on their journey in pursuit of amazing business results?

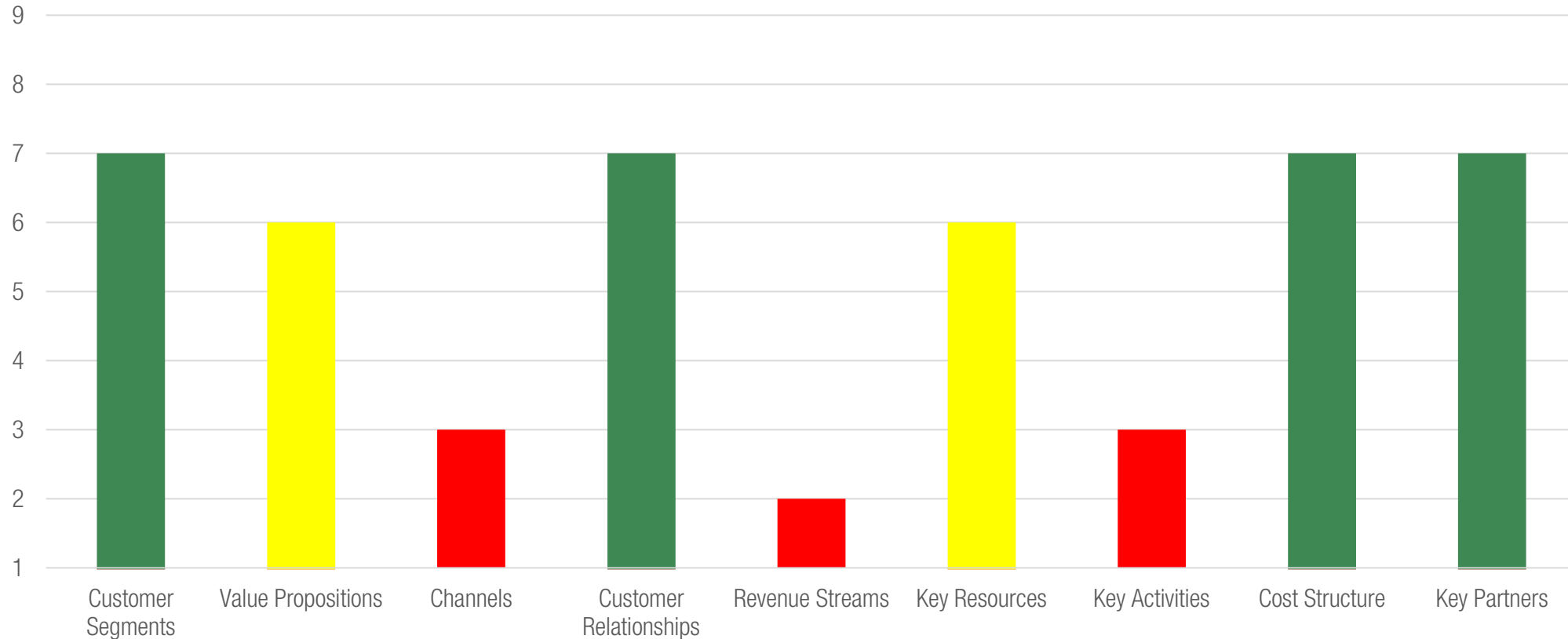
Articulation of your unique business model is critical to your journey—no Business Plan can succeed with a flawed Business Model

WHAT IT LOOKS LIKE

IF YOU WANT BETTER RESULTS YOU'VE GOT TO ADDRESS PERFORMANCE WEAKNESS IN YOUR BUSINESS



SCORING YOUR ALIGNMENT MAP



MARKET FIT

BUSINESS MODEL CONTEXT

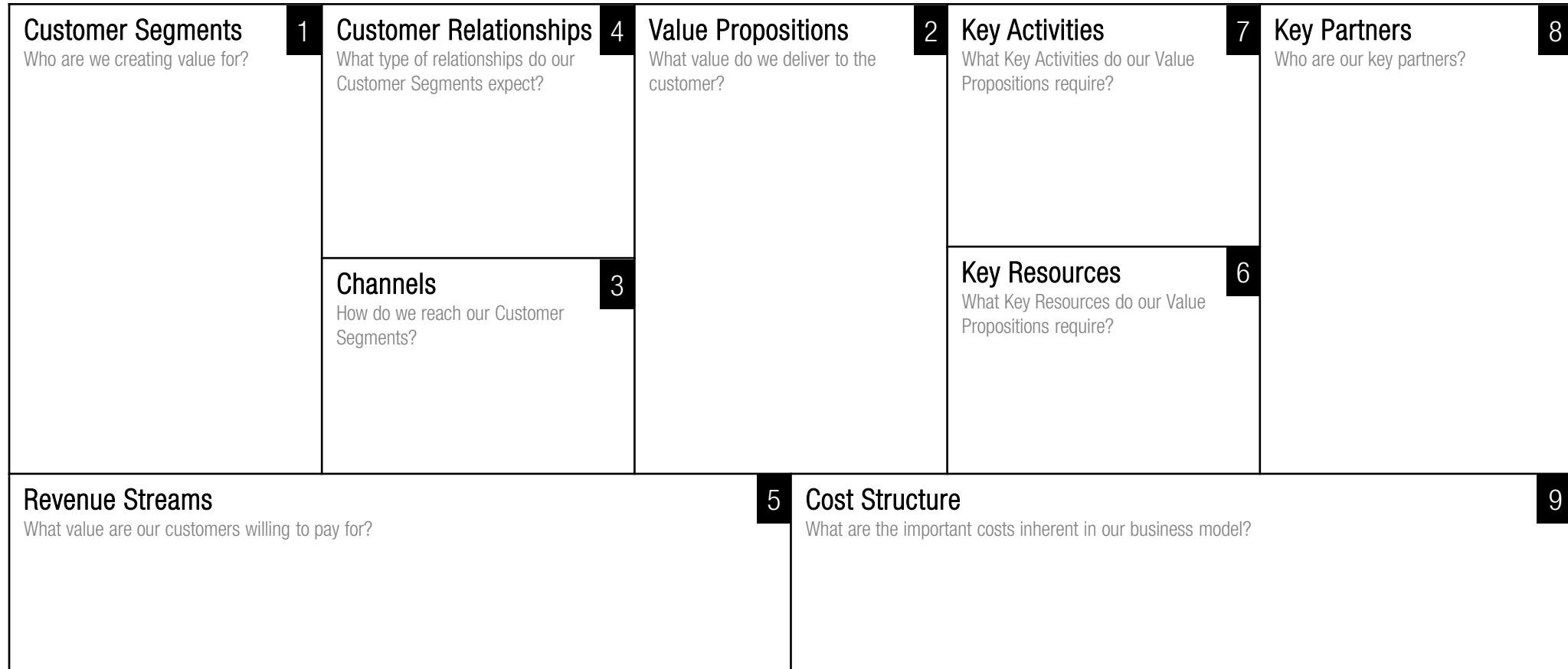
There will be winners
And there will be the rest

IDENTIFY YOUR PRODUCT/MARKET FIT

- 1) Have a basic understanding of the market landscape and the key pain points being solved by your products
- 2) Research the various industry verticals and potential buyers where your product may sell
- 3) Take your product to market to validate your hypotheses, and begin to optimize your target clients, use cases, messaging, price points and go-to-market strategy
- 4) Close your first clients, and learn your conversion funnel metrics and marketing economics (e.g., CAC and LTV)
- 5) Learn user behaviors like product engagement levels, utilization rates and lost customer churn rates
- 6) Optimize the above to make your sales process repeatable and scalable in a large market vertical, including optimizing your hiring, employee training, customer onboarding and sales-to-operations handoff
- 7) Validate your ability to scale is profitable and that your churn rates are low and will result in a material size business

BUSINESS MODEL CONTEXT

OUR SPIN ON THE “BUSINESS MODEL CANVAS”



4 PILLARS: BUSINESS MODEL CONTEXT

Pillar	Building Block	Description
Product / Service	Value Proposition	Statement indicating all the benefits that are delivered by the company
Customer Interface	Target Customer	Represents a consumer to whom the product offering is useful and therefor addressed by the company
	Distribution Channel	Describes ways in which the customer can be approached
	Relationship	Describes the degree of closeness between the customer and the company
Infrastructure Management	Value Configuration	Can be seen as the architectural configuration of the value chain
	Capability	Represent repeatable patterns of action using assets to produce the product / service
	Partnership	Displays the network with other companies
Financial Aspects	Cost Structure	Describes the ratio between fixed and variable costs to spend to manufacture a product
	Revenue Stream	Describes the way a company makes money through a variety of revenue flows

SEQUENCE MATTERS

- 1) Customer Segments—Who are your customers? What do they think? See? Feel? Do?
- 2) Value Propositions—What's compelling about the proposition? Why do customers buy, use your solution?
- 3) Channels—How are these propositions promoted, sold and delivered? Why? Is it working?
- 4) Customer Relationships—How do you interact with the customer through their 'journey'?
- 5) Revenue Streams—How does the business earn revenue from the value propositions?
- 6) Key Resources—What unique strategic assets must the business have to compete?
- 7) Key Activities—What *uniquely* strategic things does the business *do* to deliver its proposition?
- 8) Cost Structure—What are the business' major cost drivers? How are they linked to revenue?
- 9) Key Partners—What can the company *not* do so it can focus on its Key Activities?

Start My Alignment Map Now

CONTACT

IAN SHANNO | MANAGING DIRECTOR

Purpose. Meaning. Progress. Achievement.

These are my motivations in business and life.

I help businesses align their goals, resources, challenges and imperfections by defining and pursuing paths to success. My M&A, management consulting and entrepreneurial experience combine to help companies that struggle to reach their growth, productivity and efficiency objectives.

Whether it's strategy, finance, operations or strategic issues within an organization, getting to the core dysfunctions, distractions and inhibitors and conveying simply and accurately the most viable value proposition is essential. That's where I come in.

If you need help defining your business goals, crafting an effective strategy to pursue these goals and managing the ongoing financial and operational elements, we should talk. I've advised or supported over 450 companies in my time.

If you want to sell a business, it must have value in the eyes of a buyer. Value is the result of careful planning, precise execution and luck, usually over the long-term.

If I can't be of service to you directly, I may know others who can meet your needs. Building lasting, valued relationships is fundamental to establishing trust and reliability.



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